

Why do people consume video game live streaming on the platform? An exploratory study connecting affordance-based gratifications, user identification, and user engagement.

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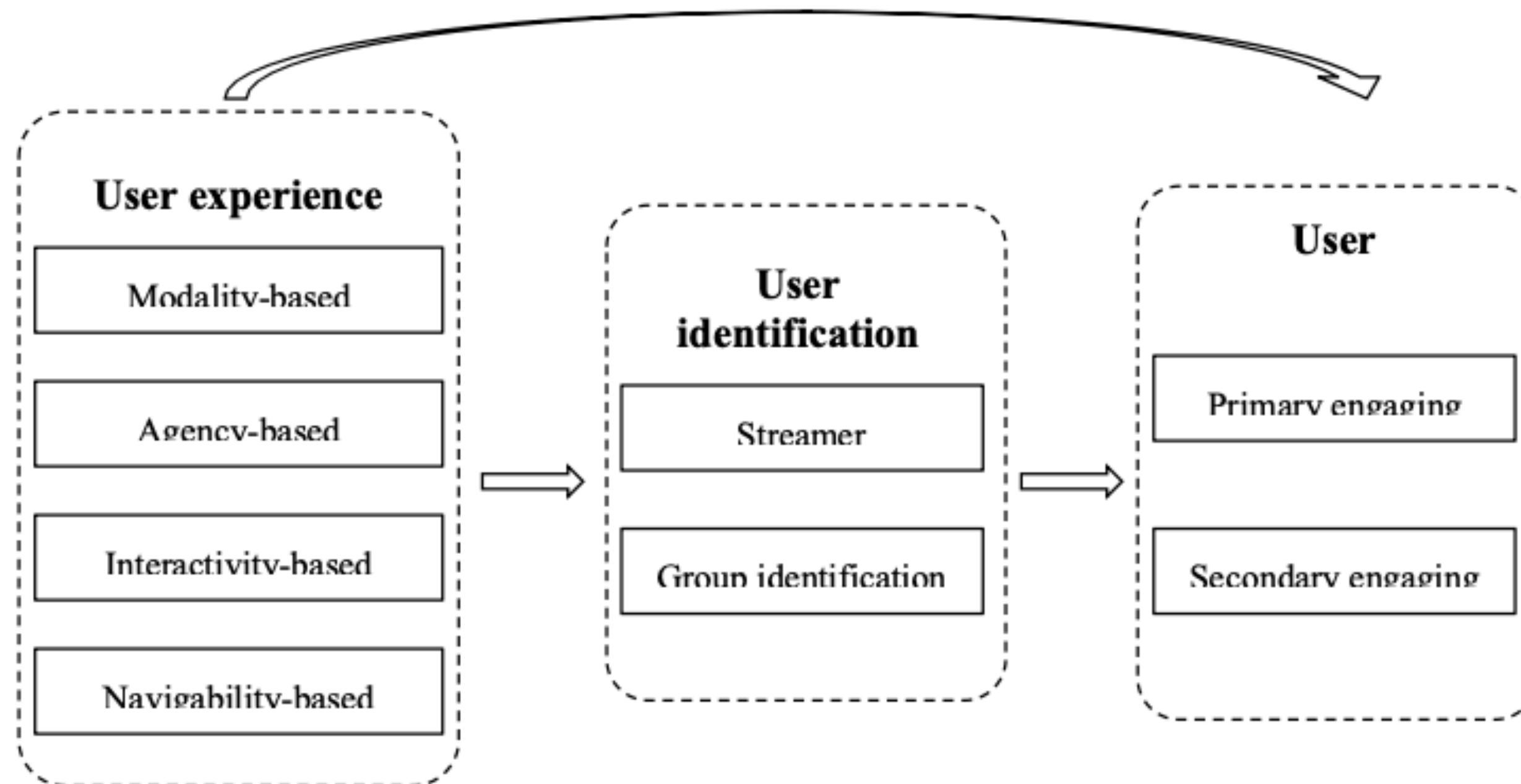
Background

- The rising platform economy and live streaming.
- The lack of attention to technical affordances in people's uses and gratification.
- The lack of attention to the high interactive relationship between the streamer and his/her fans.

Theoretical Background

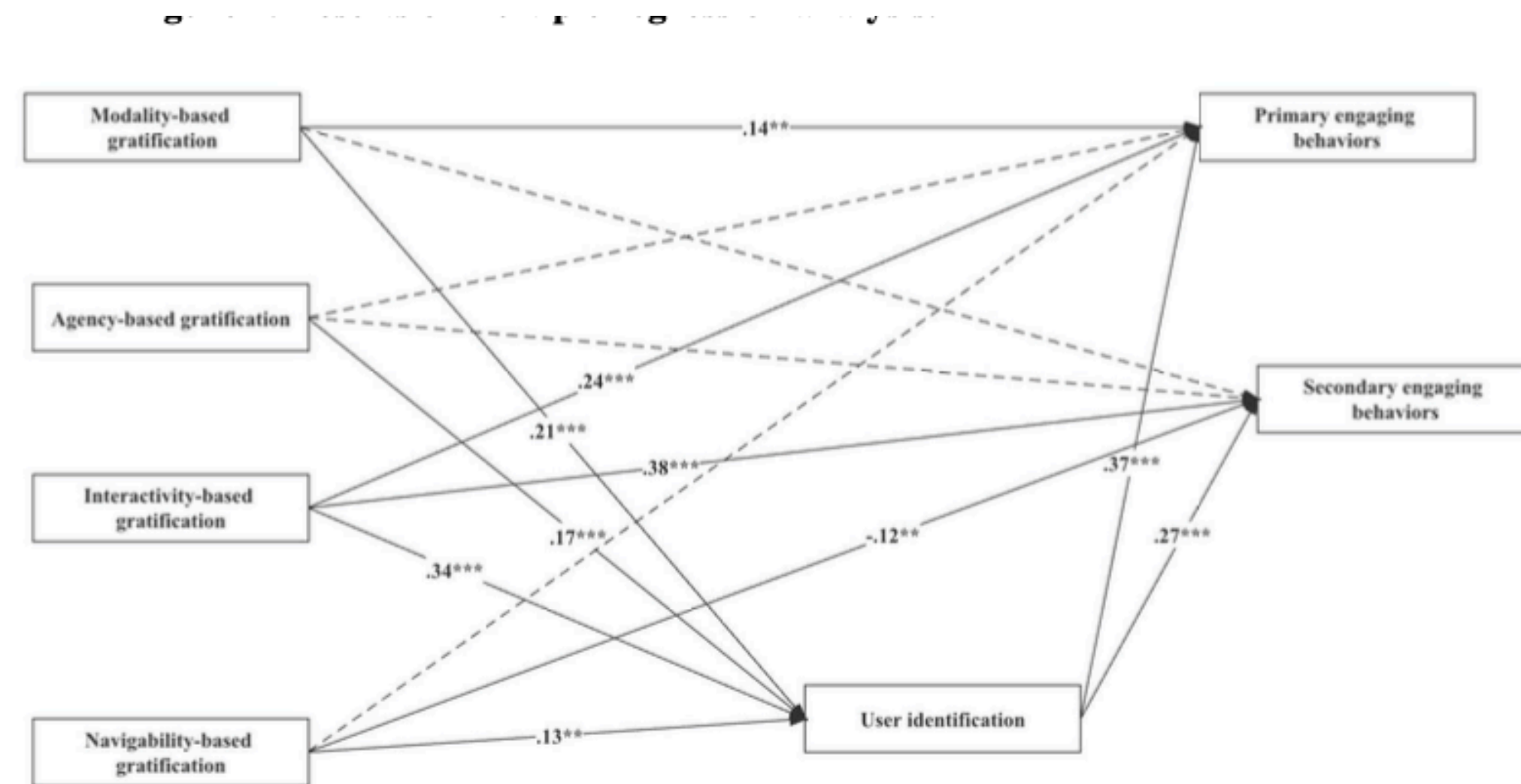
- Affordance-based gratifications and U&G 2.0.
 - Modality-based gratification.
 - Agency-based gratification.
 - Interactivity-based gratification.
 - Navigability-based gratification
- Social Media Engagement Theory.
 - Users' experiences (both social and technical) can influence user engagement.
 - The engagement on game live streaming: watching, liking, subscribing, sharing, creating, and gift-giving. The first three are primary engaging behaviors, and the other are secondary engaging behaviors.
- Social Identity Theory
 - User experiences → User Identity → Supportive behaviors to the group

Hypothesized Model



**Method: Survey with 565
participants in China.**

Results & Discussion



- Different affordance-based gratifications on different engaging behaviors: Interactivity means a lot.
 - More emphasis on the interactivity.
- User identification in the influence chain: The importance of streamer.
 - Leverage the role of streamer and created a fan-based community.

*Note: * $p < .05$; ** $p < .01$; *** $p < .001$. All coefficients in the figure are standardized. All non-significant relationships are represented by dashed lines.*

Thanks!